

# CDC

## Achieving Greater **Health Impact**

Goals for the 21st Century



# Health Protection Goals

**As we move into the 21st century, new health and safety challenges have emerged:**

- Infectious diseases (e.g. SARS, monkeypox, pandemic influenza)
- Terrorism
- Environmental threats (e.g. hurricanes, wildfires, mudslides, toxic chemical spills)
- Aging population
- Lifestyle factors (e.g. tobacco use, poor nutrition, physical inactivity)

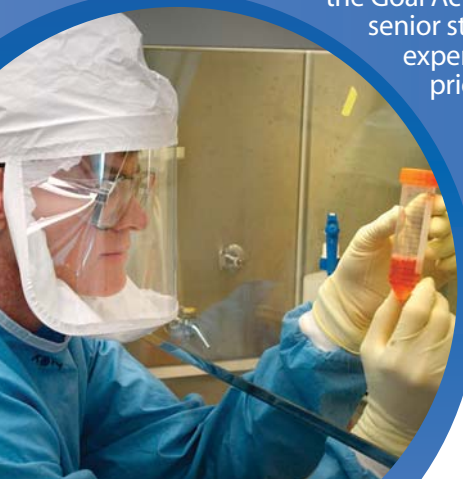
To fulfill our purpose, the Centers for Disease Control and Prevention (CDC) must adapt to meet these new challenges. In 2003, CDC initiated the process of examining how we could improve our public health impact. That strategic development process involved listening to our public health partners, stakeholders, and staff.

The agency is implementing new technologies, new strategies, and new goals to increase its positive impact on the health and quality of life for the people it serves. To do this, CDC has defined specific health protection goals (<http://www.cdc.gov/about/goals>).

## Achieving the Health Protection Goals

Over the last two years, CDC has reorganized to meet 21st century health and safety threats. CDC now is a more integrated, adaptable, and faster agency. CDC's centers continue to conduct and support the excellent science that drives all of the agency's work.

CDC's coordinating centers and offices are improving coordination and networking inside and outside CDC, and will be the home for the Goal Action Plan teams. These teams, led by CDC senior staff, bring together internal and external experts to draft measurable objectives and priorities to achieve health protection goals.



als The teams will seek input and review from CDC's center and division leaders, the Department of Health and Human Services, CDC's Advisory Committees and partners, and the public before final action plans are approved and budgeted. As always, CDC's program centers and divisions will be responsible for planning and managing activities and projects, overseeing their quality, and measuring their results.



The goals action planning and implementation cycle will align with the federal budget cycle, and CDC will continue to be guided by Congressional intent to be sure that categorical disease dollars target the appropriate activities. Over time, these health protection goals will allow CDC to objectively measure and clearly demonstrate the impact of its health protection activities, and can help inform the public, the administration, Congress, partners and stakeholders about the state of the public's health.

CDC's new health protection goals are organized under four themes:

**People:** Healthy People in Every Stage of Life

**Places:** Healthy People in Healthy Places

**Preparedness:** People Prepared for Emerging Health Threats

**Global:** Healthy People in a Healthy World

These specific health protection goals will help prioritize and focus CDC's work and investments and measure our progress.

Along with health protection goals, the strategic development process also yielded strategic imperatives. The six strategic imperatives were designed to help guide CDC's decisions and priorities so that we can achieve our health protection goals:

**Health Impact Focus**  
**Customer-centricity**  
**Public Health Research**  
**Leadership**  
**Global Health Impact**  
**Accountability**



## Healthy People in Every Stage of Life:

*All people, and especially those at greater risk of health disparities, will achieve their optimal lifespan with the best possible quality of health in every stage of life.*

### Goals In Action:

One example of successful implementation of the “Healthy People” goals is the newborn screening program that has provided 26 years of protecting the health of babies and newborns. The largest genetic testing program in the nation, this is an essential, life-saving, and effective public health service that identifies thousands of babies each year who are born with metabolic or genetic disorders. The accuracy of these tests means the difference between life and death for many babies; in other instances, early detection of

newborns with a disorder means that they can be treated and thus avoid lifelong disability. CDC provides quality assurance for newborn screening programs, while our state and local health partners focus on critical measures of health through the newborn screenings. An example of the health impact of this program is the detection of sickle hemoglobin, the defining characteristic of sickle cell disease. Through newborn screenings for sickle cell, prevention efforts targeting those with this disease have resulted in decreasing infant mortality rates now approaching levels for the general population.



For more information about newborn screening see [http://www.cdc.gov/nceh/dls/newborn\\_screening.htm](http://www.cdc.gov/nceh/dls/newborn_screening.htm).



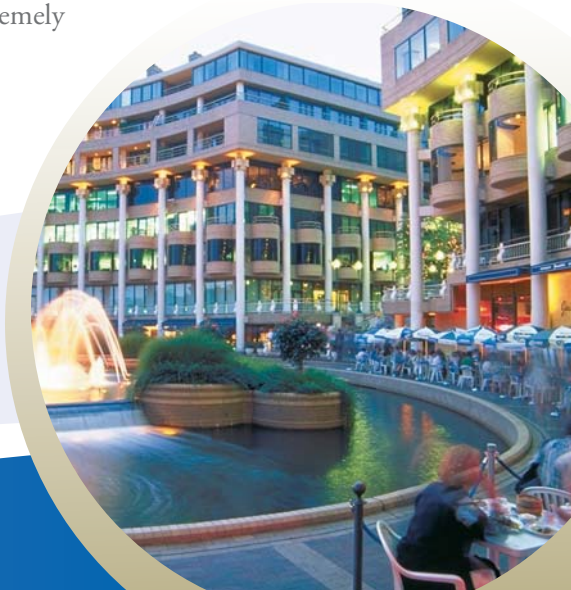
### Healthy People in **Healthy Places:**

*The places where people live, work, learn, and play will protect and promote their health and safety, especially those at greater risk of health disparities.*

### Goals In Action:

Average blood lead levels (BBLs) in children living in Eureka City, Utah, are lower thanks to state programs funded by CDC/ATSDR. Because of the city's history as a mining center, children there are 10 times more likely to have elevated BLLs than children living in other areas in Utah. One success story is the Utah Department of Health's program that teaches approximately 110 Eureka Elementary students about avoiding exposures to lead. Since the beginning of this and other state programs, the average blood lead levels in local children have dropped and stabilized under 5.6 micrograms per deciliter [ $\mu\text{g}/\text{dL}$ ], well below what is considered an elevated BLL (10  $\mu\text{g}/\text{dL}$ ). This work helps CDC/ATSDR and its partners move ever closer to achieving its Healthy People in Healthy Places goals. Decreased blood lead levels have resulted in decreasing damage to the nervous, blood, and renal systems of at-risk children. In fact, the most severe neurological problems including seizures, comas, and death are extremely rare today.

For more information on blood lead levels in children access <http://www.cdc.gov/nceh/lead/lead.htm>.







## People **Prepared** in Emerging Health Threats

*People in all communities will be protected from infectious, occupational, environmental, and terrorist threats.*

### Goals In Action:

Are we prepared? A national system to measure how well public health performs is crucial. CDC together with its partners is working to develop performance-based metrics for public health preparedness and emergency response. These metrics will measure all aspects of preparedness as outlined in the CDC Preparedness Goals and the Department of Homeland Security's "Targeted Capabilities List."

CDC, working with its many partners—including the National Association of County and City Health Officials, the Association of State and Territorial Health Officials, the Council of State and Territorial Epidemiologists, the Association of Public Health Laboratories, and the Department of Homeland Security—is focused on performance. By measuring how well public health performs during staged exercises, natural disasters, and other public health emergencies, we will gain a better sense of how well prepared we are for future threats.





## Healthy People in a **Healthy World**:

*People around the world will live safer, healthier and longer lives through health promotion, health protection, and health diplomacy.*

### Goals In Action:

CDC's Global Health Promotion Goal recognizes the critical role CDC plays in sharing knowledge, tools and other resources with people and partners to promote health and prevent disease around the world. CDC has full-time staff assigned to 43 countries and supports activities in many more. The impact of CDC's activities and partnerships is clear. Along with Rotary International, WHO, and UNICEF, CDC is working to eradicate polio. Through purchase of vaccine, support of National Immunization Days, and the development of surveillance and laboratory networks, CDC and our partners hope to bring the number of countries with endemic polio down from six in 2004 to zero in 2007. CDC also participates in the collaborative efforts, initiated in 1994, to eliminate measles in the Western Hemisphere and celebrated the end of endemic transmission in the Americas in 2002. The CDC Global AIDS Program (GAP) assists with surveillance, laboratory capacity building, training and monitoring, evaluation, and implementation of HIV/AIDS prevention, treatment, and care programs through partnerships with host governments, nongovernmental organizations, international organizations, U.S.-based universities, and the private sector to help implement the President's Emergency Plan for AIDS Relief. As of March 31, 2005, the President's Emergency Plan has supported anti-retroviral treatment for more than 235,000 men, women, and children through bilateral programs in 15 of the most afflicted countries in Africa, Asia, and the Caribbean—turning the despair of suffering and death to the hope of health and life.



Creating these agencywide goals has taken time, but the process has greatly benefited from much internal and external input. Now CDC is ready to create goal action plans. These plans will layout measurable objectives and specific activities that will result in progress toward achieving CDC's public health impact and delivering on the commitment articulated in the agency's core values.

To review CDC's health protection goals, please access <http://www.cdc.gov/about/goals/> Send comments or questions regarding the goals to [CDCGoals@cdc.gov](mailto:CDCGoals@cdc.gov).

## CDC Core Values

**Accountability**—As diligent stewards of public trust and public funds, we act decisively and compassionately in service to the people's health. We ensure that our research and our services are based on sound science and meet real public needs to achieve our public health goals.

**Respect**—We respect and understand our interdependence with all people both inside the agency and throughout the world, treating them and their contributions with dignity and valuing individual and cultural diversity. We are committed to achieving a diverse workforce at all levels of the organization.

**Integrity**—We are honest and ethical in all we do. We will do what we say. We prize scientific integrity and professional excellence.

*“Nothing motivates us more than making a difference and achieving an impact on health. By focusing on these four sets of goals, we will be more effective as an agency and will be better able to protect people's health through health promotion; prevention of injury, disability, and disease; and preparedness—and be able to show that we have done this through measurable improvements in health and reductions in health disparities...”*

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